ABSTRACT OF THE DISCLOSURE

DIGITAL CONTENT DISTRIBUTION USING WEB BROADCASTING SERVICES

A method, a system and computer readable medium of securely receiving data on a user's system from a web broadcast infrastructure with a plurality of channels. The method includes encrypting the data using a first encrypting key, wherein the first encrypting key is self-contained with all the information necessary to decrypt the data encrypted with the first encrypting key and encrypting the first decrypting key, using a second encrypting key. Next promotional metadata related to at least part of the encrypted data on a first web broadcast channel for reception by at least one user's system is broadcasted. Broadcasting at least part of the encrypted data over a second broadcast channel and transferring the encrypted first decrypting key, which has been encrypted with the second encrypting key, to the user's system via a computer readable medium.

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